

DRAFT

Vision 2020 Standing Committee Meeting

2015-07-15 (approved, 8/18/2015)

In Attendance:

Juli Brazile (pending approval), Mary Harrison (pending approval), Sue Doctrow, Josh Lobel, Joey Glushko, Amy Goldstein

Decision Making:

Discussion of how we will approve decisions. Do we want parliamentary procedures, or a more informal process? Agreed that we will have motions and votes.

Minutes

Move to approve June minutes as amended with Sue Doctrow's name corrected.
Minutes approved

Selection of Chair and Vice-Chair

School Committee members and Adam Chapdelaine have recommended to the Standing Committee that Juli Brazile be the chair of the Standing Committee.

Next step would be for Vision 2020 Standing Committee to nominate a chair, then the Selectman will approve.

This will be a 3-year appointment.

Josh Lobel made a motion, Sue Doctrow seconded, and Juli was approved.

Sue nominated Amy Goldstein to be Vice Chair. Josh seconded. Voted and approved.

Overview of Plan for Fall

Meeting Schedule – Standing Committee

Discussed options, 3rd Tuesday or 2nd Wednesday

Tentatively the 3rd Tuesday of each month (next meeting is August 18th)

Selectman may meet on the 17th of August to approve Juli and Mary

Discussed 7 or 7:30. For now will start at 7:30

Discussion of Task Groups

Business, Communication, Community and Citizen Service all dormant
Education started up last year, but is once again dormant

Culture and Recreation – Adria stepping down as chair of Public Art. Need new chair.
Public Art (APA) is a subgroup of Culture and Recreation. Transformer boxes is an ongoing

project. Chairful Where You Sit may be taken over by others – current APA members aren't sure they can still manage it.

Governance does Candidates Night with the LWV and new Town Meeting Member orientation with John Leone. We all agree more precinct meetings would be a good thing, but we'd need more volunteers for that.

Fiscal Resources – meet regularly, work through a set of analyses each year

Environment has several subgroups, all very active

Diversity – very active and just put up a detailed website about their work

Town Day

Town Day is September 12th.

We have 3 booths in a row. We have 3 tents and 2 banners. All groups will coordinate within that space.

Joey proposed having some kind of SWAG at the booth. Pen would be an option. Sue proposed car magnets. (She has used vendor called Blue Bee Printing in San Francisco in the past). Discussed some other options. Josh noted companies sell a wide variety of items. Last year we spent \$ on items for Diversity (puppets, sand for mandalas, etc.) and for brochures. We could spend a couple of hundred this year on SWAG. Discussed purpose of swag – as a draw into the booth or as a reminder of Vision 2020 during the year. Both. But more important to draw people into the booth.

Some of the environmental groups may give away energy items – light bulbs, etc.

Task Groups will do different things. Diversity is doing 8 words about Arlington.

Questions to think about are what will draw people in and engage them.

Action Item: People should research possible SWAG items. Ideally need ~500, and should be less than \$1/each -- \$500 would be high side of budget. Please send suggestions to Joey by July 31.

Goal Review

One of the tasks for this coming year is to review the existing Vision 2020 Goals. Earlier in the year we discussed creating a process for bringing input from Task Groups about the Town Goals to 3 Advisory Board meetings (3 goals/meeting). In this way groups can publicize their work, get suggestions from board, and get an endorsement of any changes in direction. (Adam Chapdelaine has questioned whether these should be called goals. Other options would be vision or mission statements, etc.)

To this end, we reviewed a draft of the 5 questions each Task Group can answer so we have a standard structure for the conversations.

We discussed the timing of these meetings, and the motivation for the Task Groups to complete the work.

Mary said that Diversity was in the middle of their own internal work – their newly created website is the culmination of that effort. They will be spending September continuing that process and discussing how they can put their thoughts into action. So early fall delivery of new goals not possible. She suggested that the Standing Committee go through the exercise with at least one goal so we know what we are requesting.

Others agreed, but also felt that Diversity was a leader in rethinking their goals. Amy and Sue felt that they should not be intimidated by the process – we need to think about how the Task Groups can be enticed to go through this effort.

Sharing with Advisory Board will hopefully be considered a carrot to broaden their message.

Josh suggested good idea to meet with Advisory Board, but perhaps delay it further into fall. Juli said that she was hoping to get two meetings done before end of year, in order to avoid pressures of spring with FinCom and Town Meeting.

Joey expressed concern about whether presenting at Advisory Board would be intimidating. We hope not – Juli will try to phrase that in a positive light.

Juli will rework the five questions based on this discussion and circulate before sending to the Task Group chairs. We should send it out before August SC meeting. Sue suggests adding a sixth question, which would be open-ended – e.g. Other thoughts or comments related to this goal.

Discussed order/grouping of goals for Advisory Board meetings. Joey suggested getting back the feedback from the Task Groups before we schedule the meetings or determine the order.

Website

The Vision 2020 website is currently a page on the Town website. Just learned that task groups could have separate pages on the town site. However, they are not easy to maintain, so need to be relatively static. Probably only Joey can maintain.

Some groups have their own sites that are hosted elsewhere. Joey says that all sites, even ones on different host, have to comply with Town communication policies and guidelines. Joan Roman (Public Info Officer for Town) needs to have administrator access to all sites, in case of the loss of a group or administrator, or if there is a major issue that needs to be changed quickly.

Juli feels that current Vision2020 webpage is not appealing – a long list of text describing the task groups. May want to rethink it and modify.

Only current action item is to look at the site and think about potential changes. Current site is: <http://arlingtonma.gov/town-governance/all-boards-and-committees/vision-2020>

Census Insert

Joey explained that the software and process to do the paper surveys has had a problem, and we are currently using an unsupported version (roughly three releases old).

A subcommittee is working with Adam Kurowski (Town IT Department Systems Analyst) to address possible change.

Joey said that we may not be in a position to do the paper survey insert in the same way that we have done it in the past. Might do more of outreach/publicity rather than gather input this year.

There has been some interest from organizations regarding survey questions, particularly the Council on Aging.

Joey suggested including some questions about why people respond, and why they prefer paper or electronic. Past surveys have had roughly 90%/10% paper to electronic response.

This past year we had ~6,500 responses, a huge response.

Joey said that in looking into relevance of COA questions, they found that about 7,200 residents were over 65 years old, which is about 12% of the town population. They are spread throughout the town.

Josh said he thought that it would be a mistake to disrupt the momentum of the paper survey. Not sure why more people respond on paper, but the response on paper (and even total number online) are a huge response.

Other Business

True Story Theater got an NEA grant called The Living Brochure. Their goal is to do training and workshops to provide skills to Vision 2020 volunteers and others to make them more effective “brochures” for Vision 2020. Spending on grant won’t happen until October. It is a 2-year grant.

Budget

We are in a new fiscal year, and have a budget of \$3,000.

Moved that we spend \$235 for an easel in time for town day. Seconded and approved.

Adjourn

Motion to adjourn at 9:05pm. Adjourned.

Respectfully submitted,
Josh Lobel, Standing Committee Member